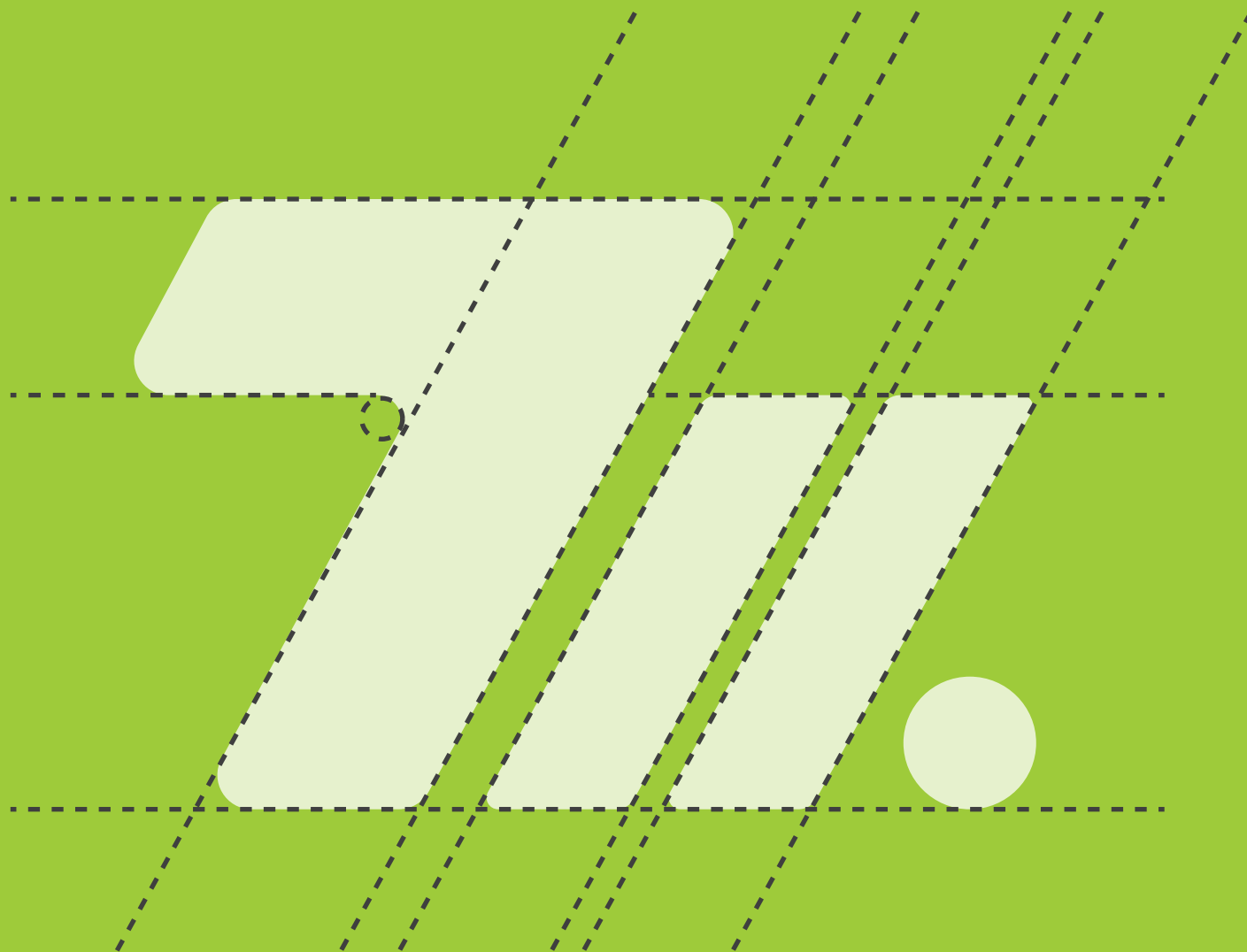




BRAND IDENTITY







OVERVIEW

IS POSITIONED AS A CONVENIENT, EFFICIENT, AND ENVIRONMENTALLY-CONSCIOUS CAR WASHING STATION, OPERATING AROUND THE PRINCIPLES OF SPEED, RELIABILITY, AND SUSTAINABILITY. THE BRAND PERSONALITY ALIGNS WITH BUSY URBAN PROFESSIONALS WHO DEMAND PREMIUM RESULTS WITH MINIMAL EFFORT.

TARGET AUDIENCE: TIME-STRAPPED VEHICLE OWNERS—COMMUTERS, RIDE-SHARE DRIVERS, FAMILIES WHO VALUE FAST AND HIGH-QUALITY SERVICE.

BRAND VALUES: SPEED, QUALITY, ECO-RESPONSIBILITY, CUSTOMER-CENTRICITY, TECHNOLOGICAL INNOVATION.





MISSION

DELIVERS FAST, SUPERIOR-QUALITY VEHICLE WASHING USING CUTTING-EDGE, ECO-EFFICIENT SYSTEMS—PROVIDING BUSY CUSTOMERS WITH A RELIABLE, SATISFYING, AND ENVIRONMENTALLY RESPONSIBLE EXPERIENCE.”

BREAKDOWN:

- 1. WHAT: “FAST, SUPERIOR-QUALITY VEHICLE WASHING”**
- 2. HOW: “USING CUTTING-EDGE, ECO-EFFICIENT SYSTEMS”**
- 3. FOR WHOM: “BUSY CUSTOMERS”**
- 4. WHY: “RELIABLE, SATISFYING, AND ENVIRONMENTALLY RESPONSIBLE EXPERIENCE”**

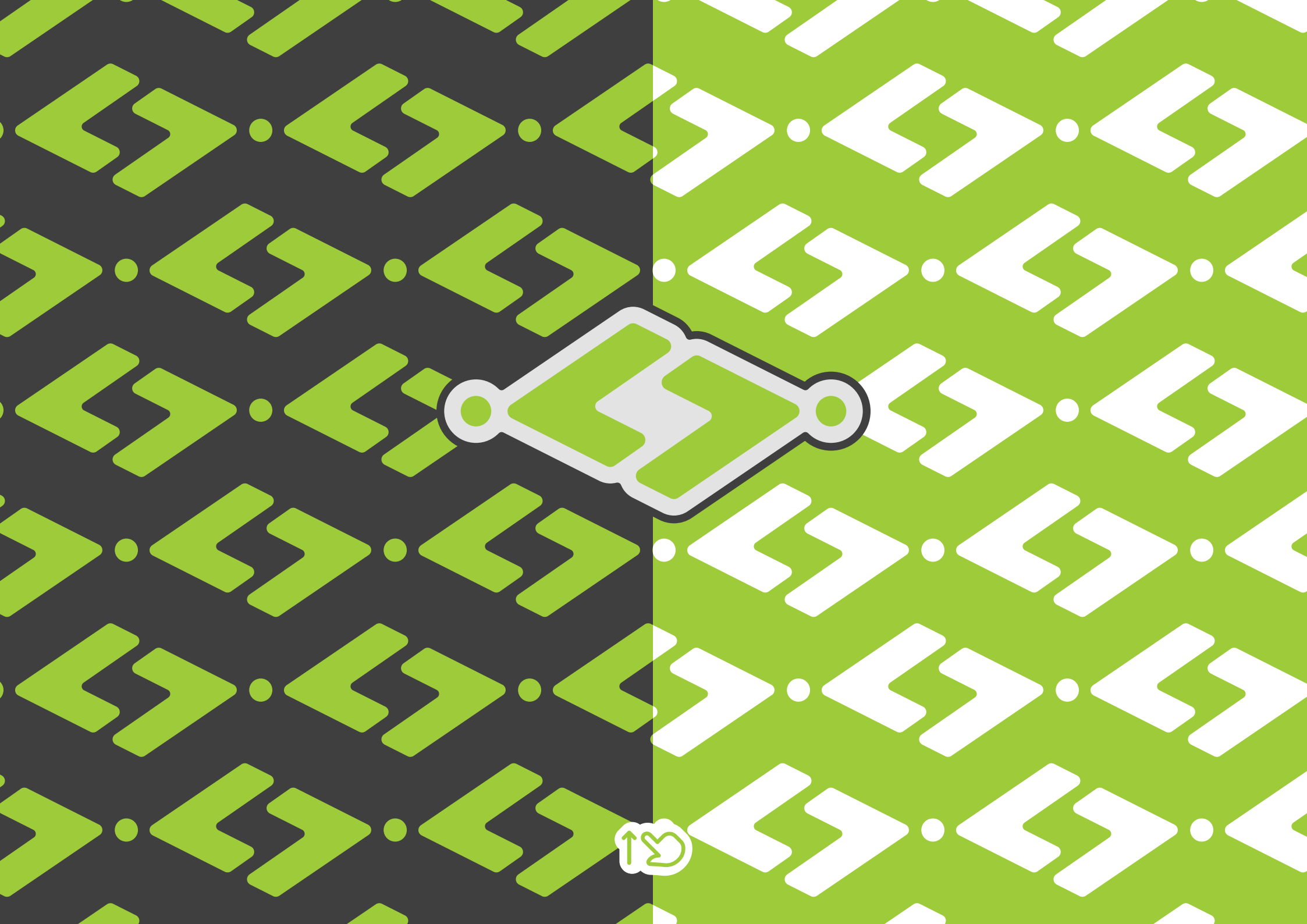




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THANK YOU